

SNEAK PEEK

2006-2007 Carl Perkins

10% STATE RESERVE FUNDING
(PI-1303-B and PI-1303-C)

MODEL PROGRAM PRIORITIES

November 11, 2005

The 2006-2007 Program Model Priorities are as follows:

Agriculture and Natural Resources Education

Wisconsin Employability Skills Certificate Program Supervised Agriculture Experience Programs (SAEs)

Supervised Agriculture Experience programs (SAEs) are the application of concepts and principles learned in the agricultural education classroom. Students in work-based settings are supervised by agricultural education teachers in cooperation with parents, employers and other adults who assist them in the development and achievement of their educational and career goals. SAEs can be a business of their own or placement in a job using agriculturally related skills and competencies. There are 49 different areas of proficiency recognized by Wisconsin's businesses and industries rewarding outstanding FFA members with over \$58,000 worth of sponsorship annually. Funding for this program must meet the requirements of the *Wisconsin Employability Skills Certificate Program*.

Highest Priority Programs

Programs which focus on entrepreneurship and economic development possibly in the area of food science and careers in the dairy industry, food processing and value added products for purposes of economic development are the highest priority. The certificated program most likely to fit would be Employability Skills.

Certified Skills Co-op Agribusiness – Plant Science

Agribusiness Plant Science is a one-year co-op skill certificate program for juniors or seniors interested in the exciting field of agribusiness. Students will work in agribusinesses that support the plant industry. The competency areas covered include sales, customer relations, marketing, technical assistance, communications, professional development, plant morphology and physiology, and soil management. Core employability skills are also measured. Knowledge and skills gained through participation in FFA also apply toward attainment of the skill certificate. Students who master the competencies in this program are eligible to receive 6 credits of advanced standing in the Agribusiness Science/Technology two-year associate degree program at the Wisconsin Technical Colleges. This program is endorsed by Wisconsin Agribusiness Council, Wisconsin FFA Association, and Wisconsin Association of Vocational Agriculture Instructors.

Certified Skills Co-op Agribusiness – Animal Science

Agribusiness Animal Science is a one-year co-op skill certificate program for juniors or seniors interested in the exciting field of agribusiness. Students will work in agribusinesses that support the animal industry. The competency areas covered include sales, customer relations, marketing, technical assistance, communications, professional development, and animal science. Core employability skills are also measured. Knowledge and skills gained through participation in FFA also apply toward attainment of the skill certificate. Students who master the competencies in this program are eligible to receive 4 credits of advanced standing in the Agribusiness Science/Technology two-year associate degree program at the Wisconsin Technical Colleges. This program is endorsed by Wisconsin Agribusiness Council, Wisconsin FFA Association, and Wisconsin Association of Vocational Agriculture Instructors.

Youth Apprenticeship Production Agriculture

The Production Agriculture youth apprenticeship curriculum was designed to provide students with a working understanding of the core skill standards that serve as the foundation for occupations and services across the agricultural industry. The Production Agriculture youth apprenticeship curriculum has two tracks for the high school student. The state certified skill co-op programs in Animal Science and Plant Science available through the Department of Public Instruction serve as the first year of the Apprenticeship program. The student has the choice of either the animal science or plant science course their junior year and will continue with their work experience and classroom instruction in the Youth Apprenticeship program their senior year.

Youth Apprenticeship Biotechnology

There is an increasing need for highly skilled employees in Wisconsin's growing biotechnology industries, particularly as more test products are approved for mass production. Wisconsin's bioscience and biotechnology industries helped develop this Youth Apprenticeship Program to meet the need for the projected high employment growth in this area.

After successful completion of the requirements for a high school diploma and the school-based and work-based requirements for Youth Apprenticeship, the students receive a Certificate of Occupational Proficiency from the Department of Workforce Development. Students who complete the two-year Biotechnology Youth Apprenticeship are eligible to receive eleven or more advanced standing credits from the Madison Area Technical College toward a biotechnology or bioscience degree.

Business and Information Technology 10% Grant Program Priorities 2006-2007

Certified Skills Co-op: Business and Information Technology

Business and information technology is a one-year co-op skill certificate program for juniors and seniors. It is designed in partnership with business and education around the integration of school-based and work-based learning and includes appropriate career development experiences. The portfolio and final evaluation is comprised of four sections: employability skills, business skills, portfolio, and workplace skills. The *Wisconsin Model Academic Standards for Business* and the *Employability Skills Certificate* are used in measurement of skills and competencies. Knowledge and skills gained through participation in FBLA also apply toward attainment of the skill certificate. [This certificate was updated during the 2003-2004 school year.]

Other Business and Industry Certificated Industry Based Occupational Training Programs

This program priority area includes programs that are linked directly to a business or industry certificate program. Programs must include both school-based and work-based learning leading to an industry certificate. Examples of such program would include CIW certification, NOCTI Fundamental Concepts of Business & Marketing certification. Programs of this type should also demonstrate articulation efforts with post-secondary institutions. Though prior years placed an emphasis on MOS, CISCO and IC3 certification, proposals offering these will **no longer** be funded.

Information Technology Youth Apprenticeship Program targeting underrepresented students in Information Technology

Many promising and high-paying careers exist for students interested in information technology. Still enrollment trends in post-secondary programs and hiring trends in industry show that fewer girls and minorities are majoring in related majors or considering careers in this field. Proposals that include innovative events, career development activities and integrate either of the IT Youth Apprenticeship programs and that serve students in these underrepresented groups will be considered.

Family and Consumer Education¹

Certified Skills Co-op

Food Service

Food Service is a one-year co-op skill certificate program for juniors and seniors. The competency areas covered include introduction to food service industry, nutrition and menu planning, sanitation and safety, dining room service, food preparation, garde manger (food presentation), and baking. Core employability skills are also measured. Knowledge and skills gained through participation in Family, Career and Community Leaders of America (FCCLA) also apply toward attainment of the skill certificate. This program is endorsed by the Wisconsin Restaurant Association, American Culinary Federation, Wisconsin Bakers Association, and Wisconsin Family, Career and Community Leaders of America (FCCLA). Register program assurances, program approval, and students at <http://dpi.wi.gov/cte/cteskills.html>. Contact Sharon Strom about obtaining a copy of *Probing Student Thinking Using Career and Work-Related Dilemmas* (Goeden-Massuch & Strom, 2002). The *Wisconsin Skill Standards for Food Service* (Heibel and Strom 2001) can be ordered from DPI Publication Sales at http://dpi.wi.gov/pubsales/stw_12.html.

¹ See occupation-related FCCLA STAR Events in the national (2003) and state (2004) manuals and FCCLA National Programs, such as Career Connections, Community Service, Financial Fitness, Leaders at Work, Families First, and Student Body.

Skill Certificate Programs, including Certified Skills Co-op

Child Services – the Assistant Child Care Teacher, the Child Care Teacher, Infant and Toddler programs

Child Services is a one-year co-op skill certificate program for seniors who are 17 years of age and who have satisfactorily completed the revised *Assistant Child Care Teacher (ACCT)* program during their junior year. The competency areas covered include personal/interpersonal, thinking/information processing, systems/technology, introduction to childcare services, the center environment, children, professional development, food and nutrition, health and safety, and special needs of children. Core employability skills are also measured. Students who satisfactorily complete the program and graduate from high school also qualify to receive the second-level Department of Health and Family Services (DHFS) employment designation as a *Child Care Teacher (CCT)*. This program is endorsed by the Department of Health and Family Services, Wisconsin Childcare Administrators Association, Wisconsin Early Childhood Association, and Wisconsin Family, Career and Community Leaders of America (FCCLA). Register the ACCT and the CCT program assurances, program approval, and students online at: <http://dpi.wi.gov/cte/cteskills.html>. Contact Sharon Strom about the Infant and Toddler Certification program (2000, 2003). (1) *Curriculum Planning for Parents and Children* (Strom, 2004) – part of the program assurances for ACCT and CCT, this guide focuses on parent-child relationships, parenting, and parental responsibility. Order from DPI Publication Sales at http://dpi.wi.gov/pubsales/curplan_1.html. (2) The recently revised, *Assistant Child Care Teacher Certification: A Program Planning Guide* (Heibel, 2003) can be ordered from DPI Publication Sales at http://dpi.wi.gov/pubsales/stw_16.html. (3) *Development of the Brain: Zero to Three Years - Parenting and Child Care Modules* on early childhood brain development. Order this curriculum, companion video, science module, and web-based curriculum updates, including four new booklets with updates on early childhood and adolescent brain development: www.wccf.org. (4) Order *Wisconsin Skill Standards for Child Services* (Heibel and Strom, 2001) from DPI's Publication Sales Office at http://dpi.wi.gov/pubsales/stw_13.html. Contact Sharon Strom for an update on the new statewide regulations and the three (3) credit advanced-standing agreement for the ACCT.

Certified Skills Co-op

Family and Community Services

Currently designed as a one-year skill standards certificate program, it focuses on entry-level to professional careers in family and community settings/agencies that serve people from birth to death. Nationally the occupational area is often called Human Services. Students complete competencies in 12 content and skill standards areas: Program and Employee Development; Career and Educational Support; Communication; Documentation; Education, Training, and Self-Development; Community and Service Networking; Participant Empowerment; Advocacy; Assessment; Life Skills Development; Facilitation of Services; and Crisis Prevention and Resolution. The program must include both school-based and work-based learning leading to a skills standards certificate. The student portfolio and curriculum are available at <http://dpi.wi.gov/cte/coopchild.html>. Register program assurances, program approval, and students online at <http://dpi.wi.gov/cte/cteskills.html>. (1) DPI's *Cooperative Education Skill Standard Certificate Program for Family and Community Services*, student portfolio and curriculum available to download at <http://dpi.wi.gov/cte/cooportf.html>. (2) *Curriculum Planning for Parents and Children* (Strom, 2004) – included as part of the program assurances for ACCT/CCT/Infant and Toddler programs and is also related to Human Services/Family and Community Services/Home Visitor training programs. The guide focuses on parent-child relationships, parenting, and parental responsibility. Please order from DPI Publication Sales at http://dpi.wi.gov/pubsales/curplan_1.html. (3) *Development of the Brain: Zero to Three Years - Parenting and Child Care Modules* on early childhood brain development are related to Home Visitor training. Order the curriculum, companion video, science module, web-based curriculum updates, including four new booklets with updates on early childhood and adolescent brain development: www.wccf.org. (4) *Curriculum Planning in Consumer Economics* (Strom, 2003) - this guide is related to Home Visitor training on personal financial literacy and can be ordered from the DPI's Publication Sales at http://dpi.wi.gov/pubsales/stw_15.html.

Youth Leadership Skill Standards Certificate (YLSSC) Program in FCE

This program priority focuses on development of middle school and high school youth leadership skills in school, community, and/or work settings. The student portfolio for documenting skill development is organized into six categories, each with an identified set of 'essential' skills and a series of creative applications from which to choose. Included are (1) Self-management – setting personal leadership learning goals and making plans for how to reach them; (2) Communication and Critical-Creative Thinking related to listening, reading, speaking, writing, and observation skills; (3) Media and Technology; (4) Interpersonal, Conflict Management, and Democratic Organizational and Small Group skills; (5) Practicing Ethical Standards and Behaviors; and (6) Democratic Discussion and Problem-Solving and Reasoned Action skills. Findings from longitudinal research are being used to revise the program. The YLSSC program is available to teachers in any discipline to initiate and/or sign off on

student competencies; and integration is encouraged at the local level. **However, these 10% state reserve funds for FCE are devoted to increasing the number of students who enroll in and complete Youth Leadership Skill Standards Certificate programs that involve FCE teachers and students.** Register program assurances, program approval, and students online at <http://dpi.wi.gov/cte/cteskills.html>. The program description, student portfolio, and an extensive annotated list of resources are available online at <http://dpi.wi.gov/cte/ylssindex.html>. Contact Sharon Strom for copies of newly-developed materials. The student handbook, teacher resource guide, mentor guide, unit plan with lessons, and “deck of cards” will be available on the Web site soon.

Health Science Occupations Education

Youth Apprenticeship

Health

Health is a one- or two-year youth apprenticeship program that includes Certified Nursing Assistant (CNA) training. The curriculum defines specific competencies students must master through combined classroom and work-based instruction. Students will be awarded a certificate of occupational proficiency by the Department of Workforce Development upon successful completion of high school diploma requirements and achievement of skill standards in the four units of the Health Services curriculum. Students also receive certification as a Nursing Assistant during the first year of the program. Students must master competencies in the following areas: Health Facility Operations, Therapeutic Services, and Diagnostic Services.

Students will be eligible for advanced standing credits at a Wisconsin Technical College offering a health related associate degree.

Other Certificated Industry Based Occupational Training Programs

This program priority area includes programs that are linked directly to a health care certificate program. Programs must include both school-based and work-based learning leading to an industry certificate. Examples of such program would include CNA certification, CPR certification, etc. Programs of this type should also demonstrate articulation efforts with post-secondary institutions.

Certified Skills Co-op

Health Science Occupations-Career Foundations

Health Science Occupations-Career Foundations is a one-year co-op skill certificate program for juniors or seniors interested in the Health Science career field. The competency areas covered are the skills needed for health-related careers in general, such as teamwork and communications, and for specific jobs within career clusters, such as medical assistant or pharmacy technician. This co-op is to address the National Health Care Skills Standards as developed by the National Consortium on Health Science and Technology Education (NCHSTE) in 2002. The five career clusters include therapeutic services, diagnostic services, health informatics, support services and biotechnology research and development. Core employability skills are also measured.

Marketing, Management, and Entrepreneurship Education

Certified Skills Co-op

Marketing, Executive Leadership, Retail Marketing, Entrepreneurship, Customer Service and Sales (formerly called Professional Sales), E-Commerce (new), Sports and Entertainment Marketing (new)

There are now seven state certified co-op programs in Marketing, Management and Entrepreneurship Education. The certificates are organized to enable all students to begin achieving competencies during their initial involvement in marketing. The first four sections of each certificate are similar and represent the foundations of marketing (1. Communications and Interpersonal Skills, 2. Economics, 3. Professional Development, and 4. Marketing, Management and Entrepreneurial Foundations.) The remaining competencies can be achieved in the marketing management course and co-op experience. Students can also achieve competencies through participation in DECA.

The certificates are organized around the Marketing, Management and Entrepreneurship Education curriculum framework that enables teachers to integrate the various certificates into their total program. A model program would incorporate the skill certificates into both introductory and advanced marketing courses. For maximum effectiveness, the certificates should be an integral part of a Marketing, Management and Entrepreneurship Education program, rather than an add-on.

The *Marketing* certificate provides experiences in all functions and foundations of marketing. The *Entrepreneurship* certificate can be part of an entrepreneurship course or unit and would be attractive to those students interested in starting their own business. The *Executive Leadership* certificate is for students with management and leadership as a career goal. The *Customer Service and Sales* certificate (formerly Professional Sales) is for those interested in increasing their selling proficiency. The Sales and Service Voluntary Partnership, Inc., created this national skills certificate. The *Retail Marketing* certificate, based on the Retail Merchant Federation's National Standards, is for those wanting to focus on retail operations. The *E-Commerce* certificate is designed to give students experience in marketing and sales on the web. The *Sports and Entertainment Marketing* certificate should be pursued by those interested in this exciting and emerging career field.

School-Based Enterprise Certificate Program – Gold Level

This national certificate was developed to provide recognition for outstanding achievement by School-Based Enterprises and to motivate these enterprises to strive for excellence and growth. The most common school-based enterprise in marketing is the school store. Teachers achieve the *Gold Level* certificate through an application process that includes prescribed activities related to: curriculum, student achievement, accounting measures, space facilities and equipment, location and accessibility, performance measurements, endorsement/support, goals, general business practices, student accountability/involvement, merchandising/promotional display, and high performance factors. Review and awarding of the Gold Certificate is done on the national level. Guidelines are available on the national DECA website at deca.org

The application is due early January each year. Marketing programs have the option of achieving the *Gold Level* certificate prior to the due date of the 2006-2007 CPA application which would provide for access to approved funds soon after the date of grant approval; **or** Marketing programs have the option of achieving the *Gold Level* after the due date of the 2006-2007 CPA application, which means that funds would not be released until DPI receives notification that national certification has been achieved (usually within two to three weeks of national submission).

DECA Leadership Credential

The DECA Leadership Credential provides the opportunity for all Marketing, Management and Entrepreneurship Education students to apply "Wisconsin's Model Academic Standards for Marketing, Management and Entrepreneurship Education" to DECA and marketing activities. Students work toward achieving a Leadership Credential on the local, state, and national levels by completing a series of requirements. *New DECA chapters only.*

Technology and Engineering Education

Engineering Programs

Priority 1—Project Lead the Way (PLTW) - a technology and engineering program

Priority 2—Other standards based/referenced engineering/pre-engineering program

Grant Priority 1 is placed upon the local implementation of Project Lead the Way, a standards-based engineering/pre-engineering program that provides teacher training, student certificates, articulated credit, and third party assessment: For a complete description of PLTW visit the web site, www.pltw.org. Applications may also be submitted for establishing an engineering program with equal qualifications (Priority 2) as those listed above.

PLTW applications will be **required** to have a completed school district agreement on file with the PLTW office located in the State of New York. The agreement can be found on the PLTW web site.

For the second year, the Department of Workforce Development is contributing \$50,000 to the PLTW endeavor. For the greatest possible points, all Project Lead the Way applications must specify within the project description section how their implementation of Project Lead the Way will:

- (a) be coordinated with the applicable regional Workforce Development Board and/or its Youth Council, and
- (b) be coordinated with the local business community to connect the project curriculum with real-world technology and engineering work.

These descriptions must be supported by documentation of substantial engagement with the applicable regional Workforce Development Board and/or Youth Council, in the form of a letter from either detailing such engagement, as well as documentation of substantial engagement with the local business community in the form of a letter from a local Chamber of Commerce or other business organization detailing such engagement.

To determine the Workforce Development Board for your area, please consult the Workforce Development Area map at http://www.dwd.state.wi.us/dwdwia/PDF/wda_map.pdf

Workforce Development directors have contact information for their board's Youth Councils. Consult the following web site for information on how to contact your local board director: http://www.dwd.state.wi.us/dwdwia/PDF/wda_list.pdf.

Other Certificated Industry Based Occupational Training Program(s)

Model program priorities do not apply.